

member of the Victorian Order in 1917. Among the decorations are the Royal Spanish Order of the second class for naval merit and the Royal Humane Society's commendation for saving life. He received a silver medal from the British Board of Trade for gallantry in saving life at sea in connection with the wreck of the Pampas and Oriental Line steamer Delhi.

















# HUMBERSTONE

## THE SYNONYM FOR HEAT

The demand for Humberstone Coal is growing enormously. New customers are ordering this coal every day because they have been told by their neighbors that it is better and cheaper--goes farther, ton for ton. **We are not trying to sell you one load of coal.** We want to sell you many, **provided** you feel that the coal you are now buying is **not** the best you can get for your money. Try it. It burns "all up."

### Furnace Lump Coal \$3.50 Ton

("3 inch" Shaker screens of the most modern type are used in the preparation of this coal.)

Our Egg coal, at \$2.25 per ton, has had a great run. It is a perfect coal for the range, stove and fireplace; absolutely clean and free from all impurities.

Our service is another reason why you should be a customer of ours. **"YOU GET IT WHEN YOU WANT IT."** And every load of coal we sell is weighed by the City of Edmonton.

Don't let the cold weather catch you with empty bins! There is yet time to get them filled, but just time. **ORDER NOW** and we will send you coal that runs way over 10,000 of British Thermal Units.

**"BEST  
Quality"**

**"BEST  
Preparation"**

**"BEST  
Service"**

There is only one way to hold the trade of your customers and that is, treat them right. The very foundation of this "right treatment" and the greatest part of it, is the quality of the coal you give them. The quality of Humberstone Coal, well—

**"Nature Made It Best"**

## The Humberstone Coal Co.

The Company With the  
Coal and the Service

**Miners and Shippers**  
Wholesale and Retail

We Solicit  
Your Inquiries

Phone 2248--Jasper Avenue

Phone 71364--Norwood

**The Kind That Brings REPEAT Orders**













